



NEWS RELEASE

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September 3, 2003
Press Release: 2003-33

HOLLY SAFFORD, PRESIDENT OF THE CATERED AFFAIR, WINS SBA'S TOP AWARD

BOSTON – Holly Safford, President, of The Catered Affair, Inc., based in Hingham, has been named the Massachusetts 2003 Small Business Person of the Year by the U.S. Small Business Administration (SBA) according to an announcement made by Elaine Guiney, Massachusetts SBA Director.

The Small Business Person of the Year award is presented annually to a small business person or persons who exemplify excellence in entrepreneurship. Safford was judged on seven basic criteria: staying power, growth in number of employees, increase in sales/and or unit volume, current and past financial reports, innovativeness of product or service, response to adversity, and evidence of contributions to community-oriented projects.

“The SBA awards honor the best small business has to offer, and Holly Safford is an outstanding choice,” said SBA Regional Administrator Jeffrey Butland. “This is an outstanding testimonial, not only to her accomplishments, but to her commitment and dedication to small business success and community service as well. I join my SBA colleagues in congratulating Holly on this significant achievement.”

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The Catered Affair is a classic example of an entrepreneur evolving her avocation into her vocation. Starting with a four-slice General Electric toaster oven and the compliments of her dinner party guests, Holly Safford built her business slowly and effectively. Today, with close to \$7 million in sales and more than 300 employees, The Catered Affair has grown from an intimate home business founded in 1979, to one of New England's leading event planners and caterers.

"The SBA is gratified to have been part of The Catered Affair's success," said SBA Director Guiney. "We provided a SBA-backed loan in 1994 to purchase equipment and in 2001, enabled the company to exercise its option to purchase its leased space with a \$377,000 SBA 504 loan from South Eastern Economic Development (SEED) Corp. and a first mortgage from Citizens Bank. This is a great small business success story."

Safford will be honored along with the winners from all 52 states at the National Small Business Week celebration in Washington, DC in September. Safford will also be honored along with the other eight small business winners and advocates from throughout the commonwealth at an awards luncheon at the Boston Marriott Copley Place on September 12, 2003 at noontime. The event is open to the public and those interested in attending should contact Christine Carter SBA at 617-565-5560.

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